

**What is Claimed is:**

1. A thermosensitive recording material comprising a base sheet, optionally a base coating, a thermosensitive coating on one surface of said base sheet or the surface of said base coating when present, and a backcoating on the surface of the base sheet opposite the thermosensitive coating, wherein said backcoating incorporates an optically variable compound selected from the group consisting of NIRF compounds, fluorescent compounds, thermochromic compounds and photochromic compounds said backcoating additionally having an image printed thereon.
2. A thermosensitive recording material as in claim 1, wherein the backcoating is comprised of a polymer selected from the group consisting of polyvinyl chloride polymer, polyester polymer and polyolefin polymers.
3. A thermosensitive recording material as in claim 2, wherein the backcoating and image printed thereon are both applied by flexographic or wet-offset printing.
4. A thermosensitive recording material as in claim 2, wherein the backcoating includes a NIRF compound as an optically variable compound.
5. A thermosensitive recording material as in claim 1, wherein the backcoating and image printed on said backcoating are both applied by flexographic or lithographic printing.
6. A thermosensitive recording material as in claim 5, which comprises paper as the base sheet and is a thermal paper.
7. A thermal paper as in claim 6, wherein the thermosensitive coating changes color when heated to a temperature of 65°C and above.

8. A thermal paper as in claim 7, wherein the backcoating is U.V. cured.
9. A thermal paper as in claim 8, wherein the backcoating has a thickness of 0.05 - 2.0 mils.
10. A thermal paper as in claim 7, wherein the optically variable compound is a thermochromic compound which provides a color change that can be sensed by a naked human eye when heated to a temperature of 21°C to 51°C.
11. A thermal paper as in claim 10, wherein the thermochromic composition comprises from 1 wt% to 50 wt% of the backcoating based on a total solids.
12. A thermal paper as in claim 10, wherein the thermochromic composition is microencapsulated.
13. A thermal paper as in claim 10, wherein the thermochromic composition changes color when cooled to a temperature below 12°C.
14. A thermosensitive recording material as in claim 1, wherein the backcoating includes a fluorescent compound as an optically variable compound.
15. A thermal paper as in claim 7, wherein the optically variable compound is a fluorescent compound which provides a color change that can be sensed by a naked human eye when exposed to non-ambient light.
16. A thermal paper as in claim 15, wherein the fluorescent compound comprises from 1 wt% to 50 wt% of the backcoating, based on a total solids.

17. A thermosensitive recording material as in claim 1, wherein the backcoating includes a photochromic compound as an optically variable compound.

18. A thermal paper as in claim 7, wherein the optically variable compound is a photochromic compound which provides a color change that can be sensed by a naked human eye when exposed to non-ambient light.

19. A thermal paper as in claim 18, wherein the photochromic compound comprises from 1 wt% to 50 wt% of the backcoating, based on a total solids.